

# *2013 City of Coffeyville Community Survey Findings*

Presented by  
*ETC Institute*

April 2013



# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance  
organizational performance for 30 years



More than 1,750,000 Persons Surveyed  
for more than 500 cities in 48 States



# Agenda

- **Purpose and Methodology**
- **Major Findings**
- **Conclusions**
- **Questions**



# Purpose

- **To objectively assess resident satisfaction with the delivery of City services**
- **To serve as a benchmark for future performance**
- **To gather input from residents to help set priorities for improvement**



# Methodology

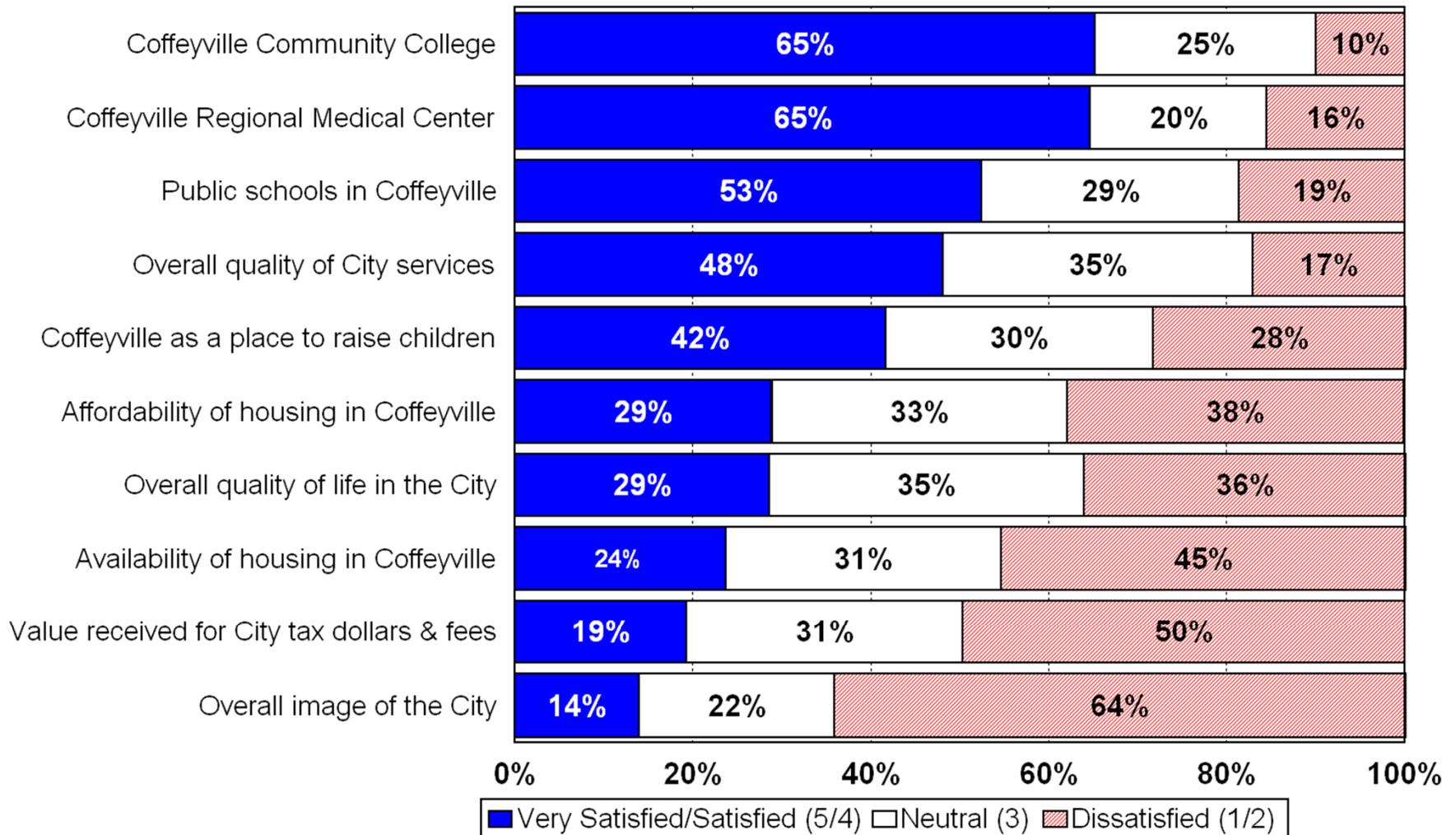
- **Survey Description**
  - 7 page survey
  - took approximately 20 minutes to complete
- **Method of Administration**
  - mailed to a random sample of households in the City
  - residents given the option to participate by mail or phone
- **Sample size:**
  - 917 completed mail and phone surveys
- **Confidence level: 95%**
- **Margin of error: +/- 3.2%**

*Major Finding #1*

Perceptions of Coffeyville

# Q3. Satisfaction With Items That Influence Perceptions of the City/Community

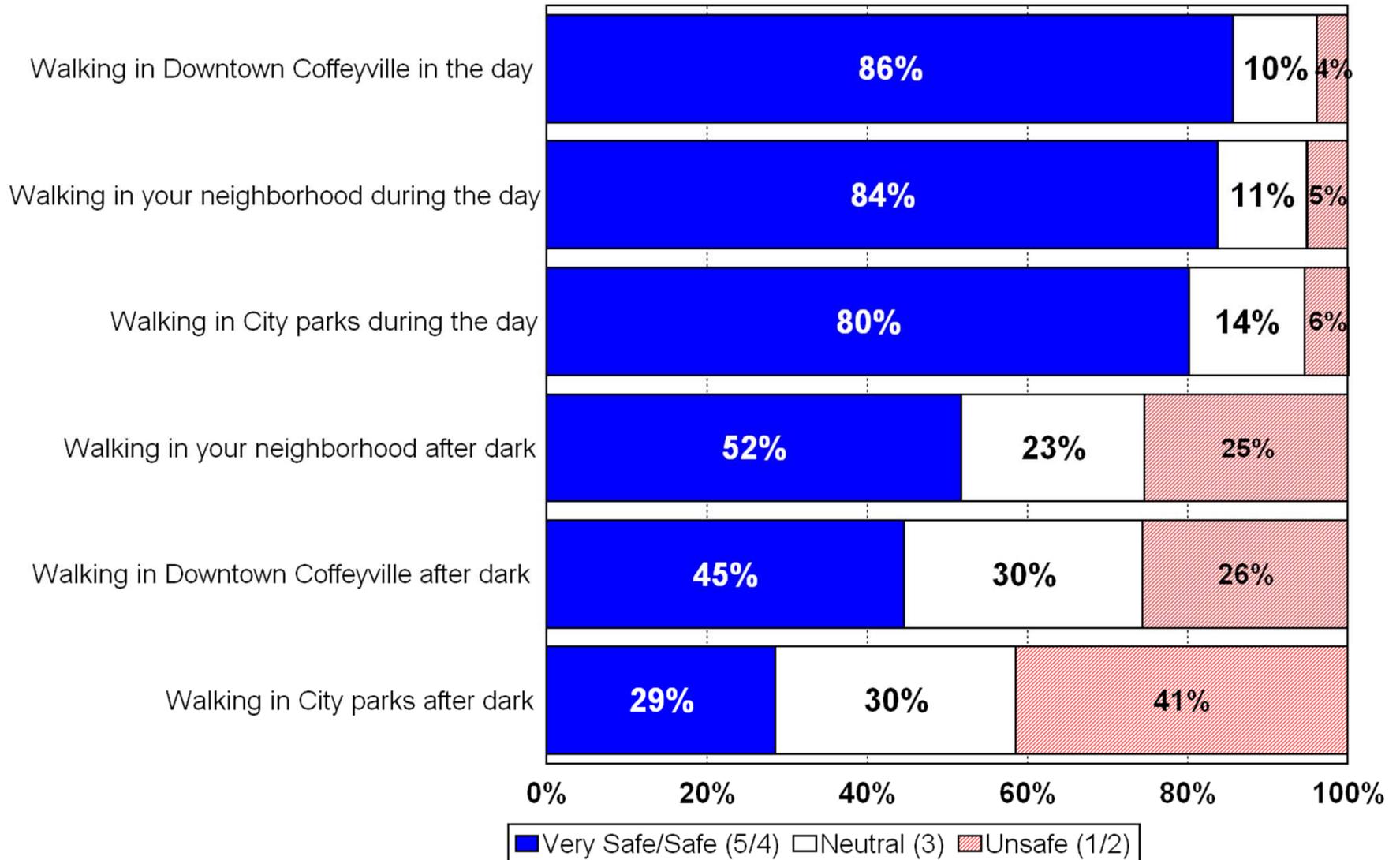
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q5. Perceptions of Safety in Coffeyville

by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

*Major Finding #2*

Satisfaction With City Services

# Areas With the Highest Satisfaction Ratings

- Overall quality of fire services (88%)
- Professionalism of the City's fire personnel (87%)
- How quickly the fire department responds (86%)
- Overall reliability of electrical service (78%)
- The City's fire prevention/education programs (78%)
- Courtesy of City employees (76%)
- How quickly electrical outages are repaired (76%)
- Overall quality of City electric utility services (74%)
- The reliability of your water service (74%)
- Overall quality of police services (73%)
- How quickly disruptions to water service are repaired (70%)
- The Fire Department's inspection of businesses (69%)
- Availability of youth sports fields in Coffeyville (68%)
- The accuracy of your utility bill (67%)
- City's outdoor aquatic facility (67%)
- Overall reliability of sewer service (66%)

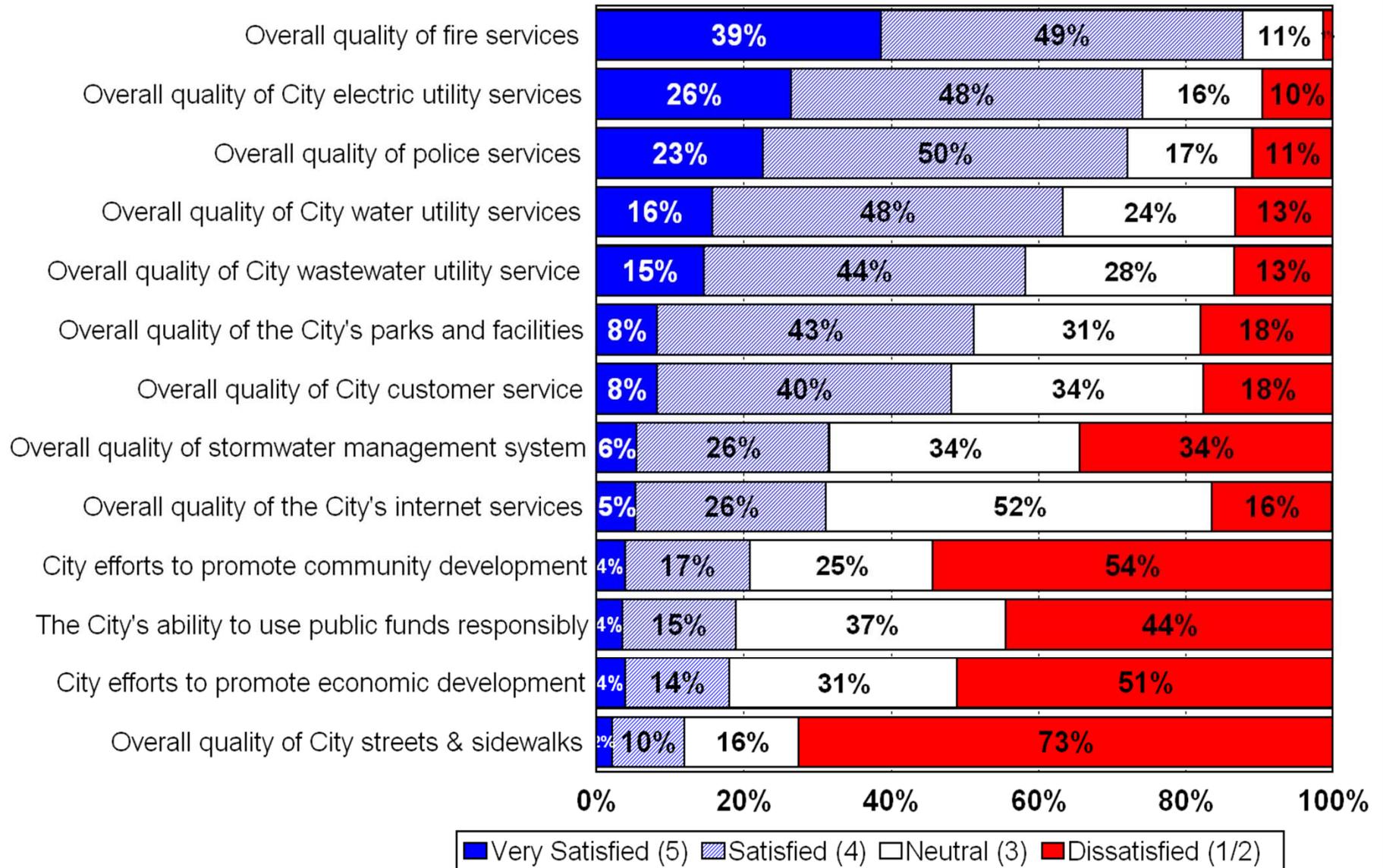


# Areas With the Lowest Satisfaction Ratings

- Overall quality of City streets & sidewalks (12%)
- Timeliness of street maintenance repairs (13%)
- Types of retail and entertainment establishments available Downtown (14%)
- Appearance/cleanliness of neighborhoods (14%)
- Clean-up of debris on private property (14%)
- Condition of sidewalks in your neighborhood (17%)
- Exterior maintenance of residential property (18%)
- City efforts to promote economic development (18%)
- Removal of dilapidated structures (19%)
- The City's ability to use public funds responsibly (19%)
- Availability of sidewalks in your neighborhood (19%)

# Q1. Satisfaction With Major Categories of City Services

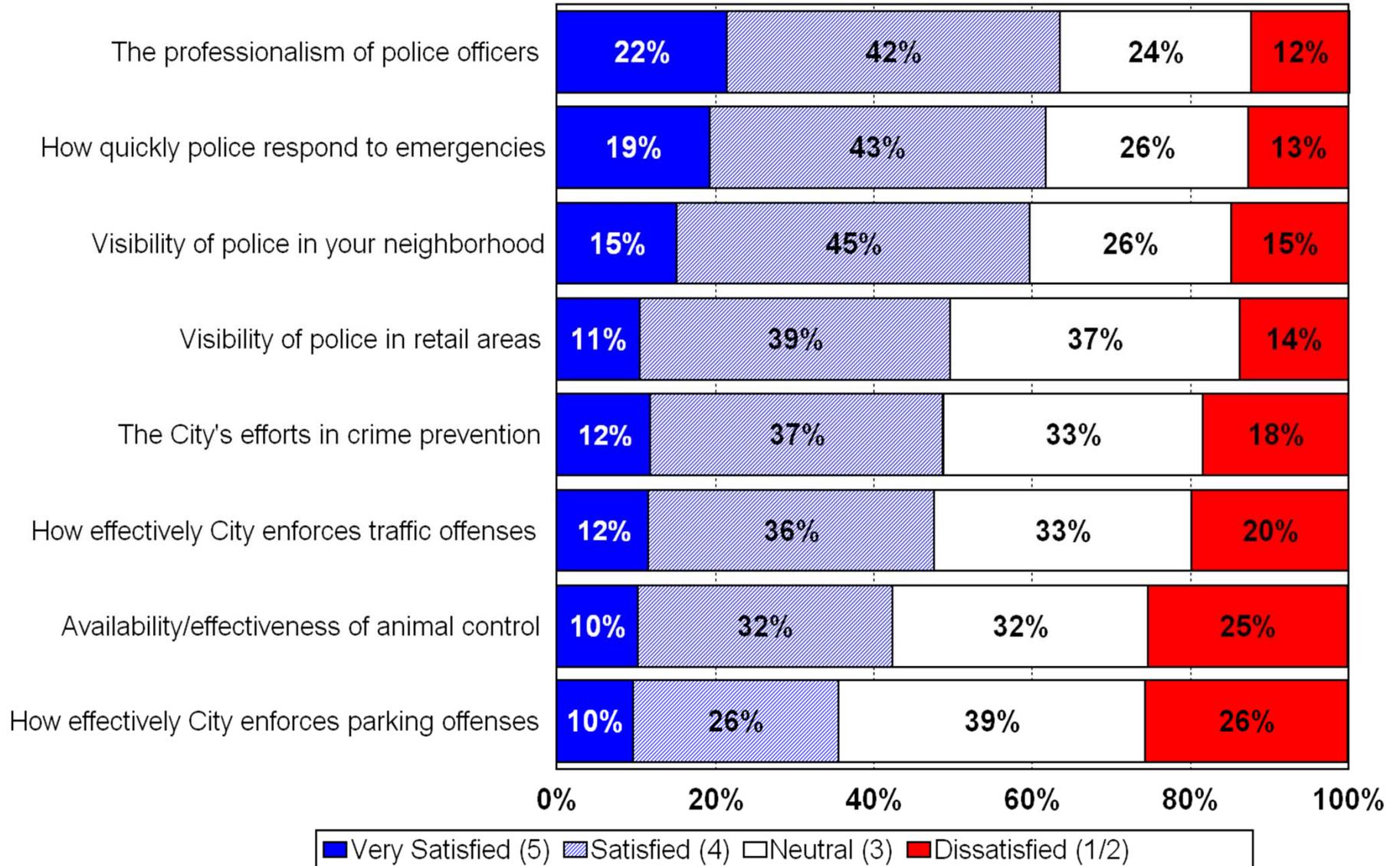
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q4. Satisfaction With Police Services

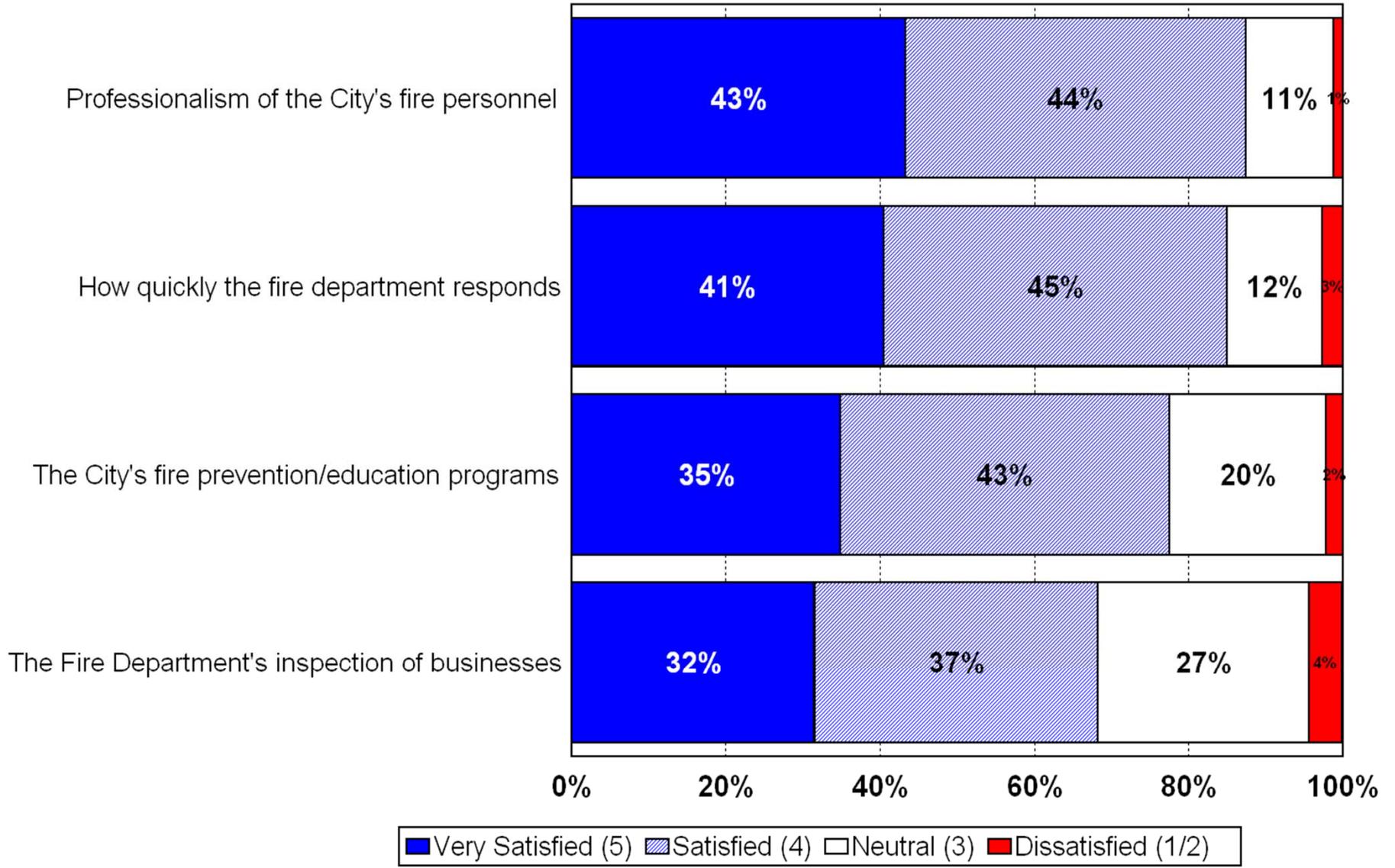
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q6. Satisfaction With Fire Services

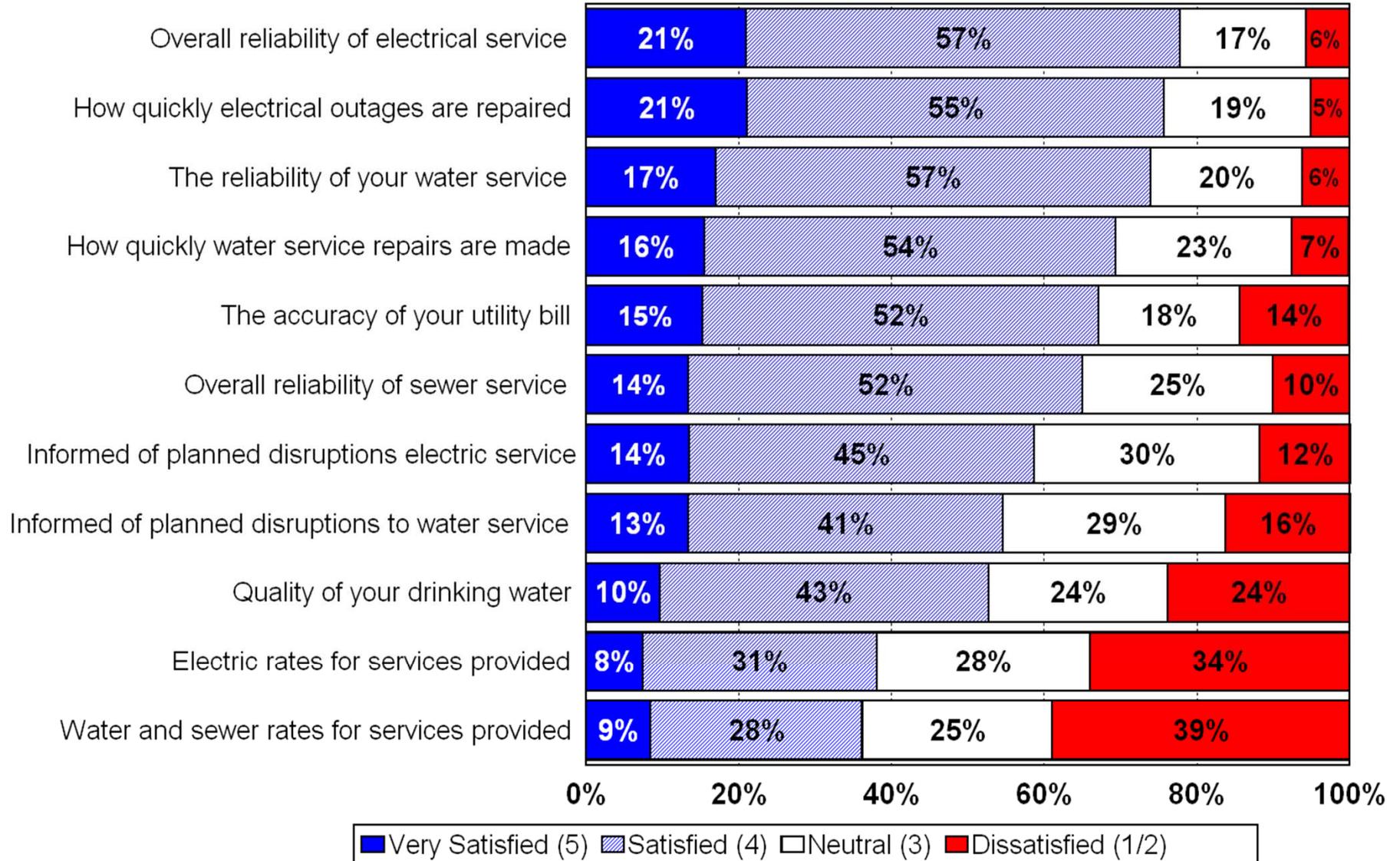
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

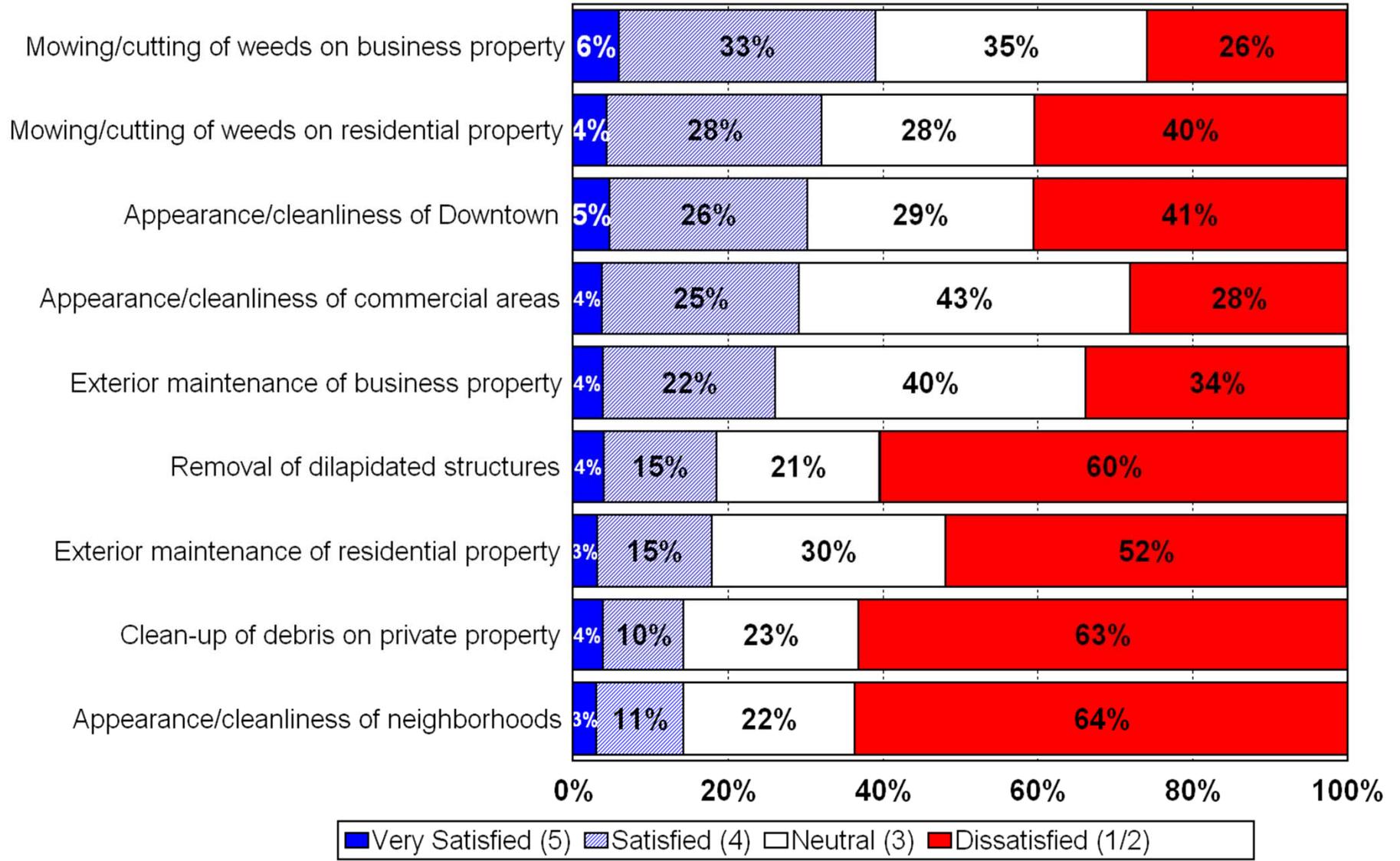
# Q7. Satisfaction With Utilities

by percentage of respondents (excluding don't knows)



# Q9. Satisfaction With Community Development

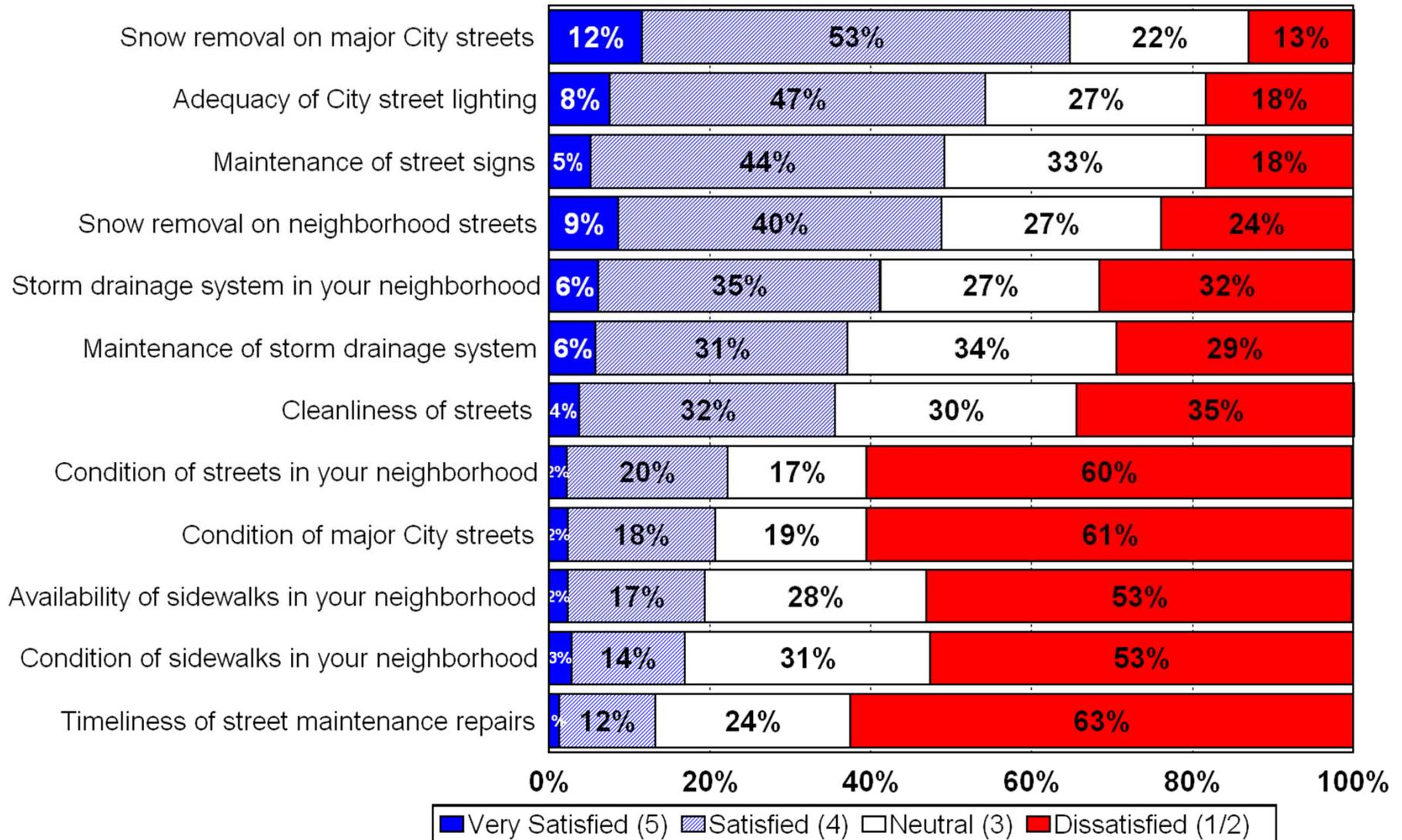
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q14. Satisfaction With Streets, Sidewalks and Stormwater Services

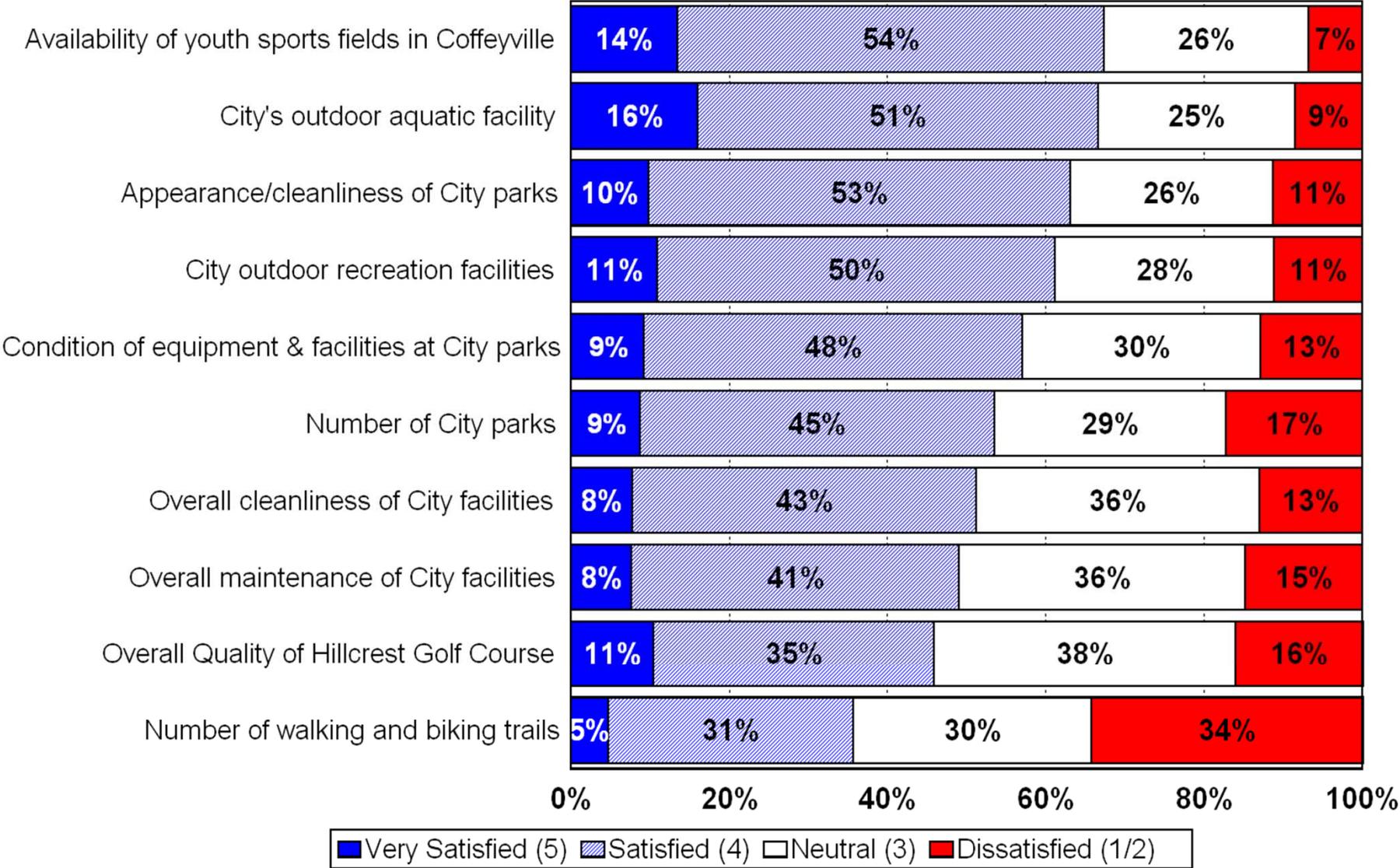
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q16. Satisfaction With Parks and Public Facilities

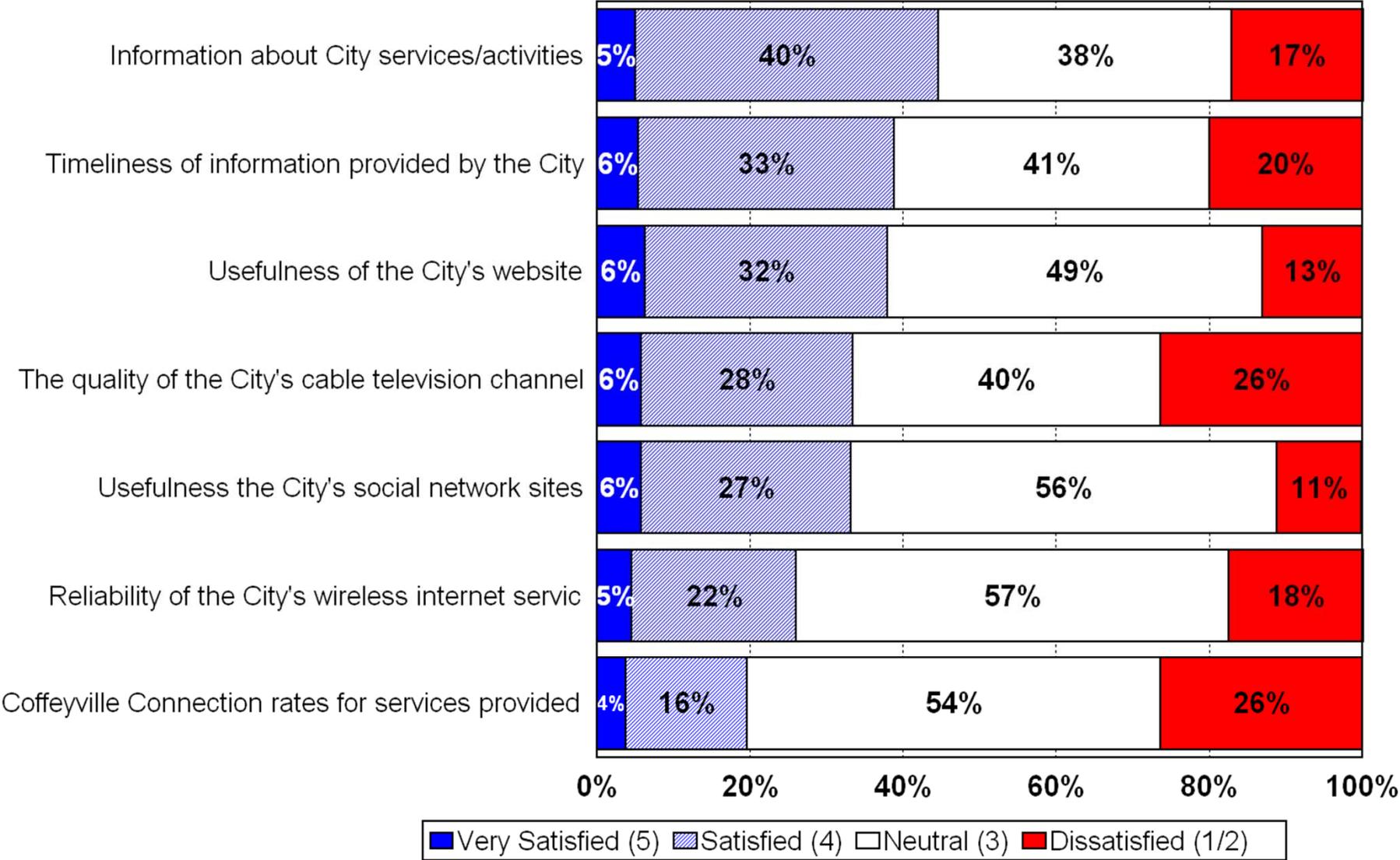
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q18. Satisfaction With Internet/Public Information

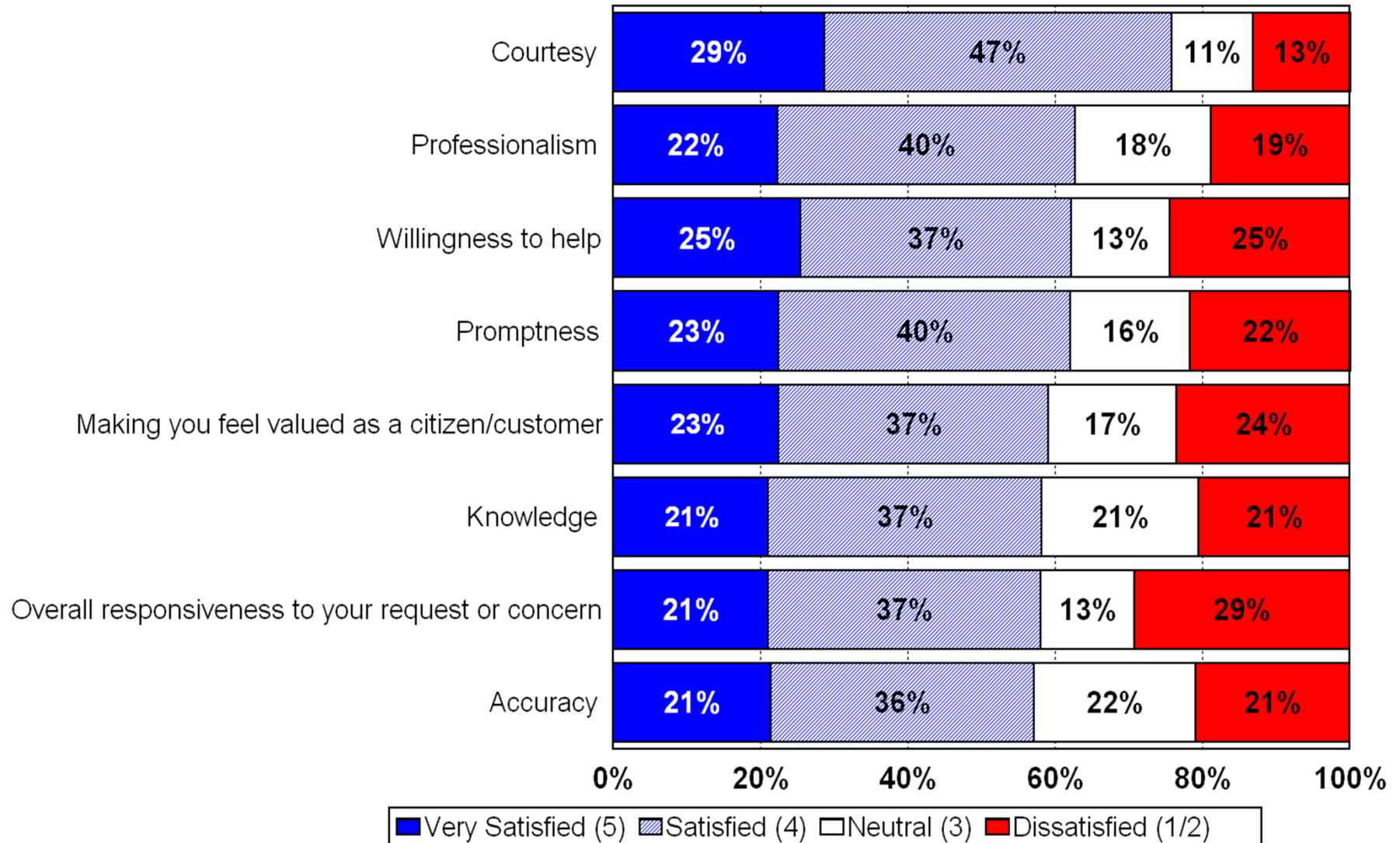
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q20a-h. Satisfaction With Customer Service Attributes

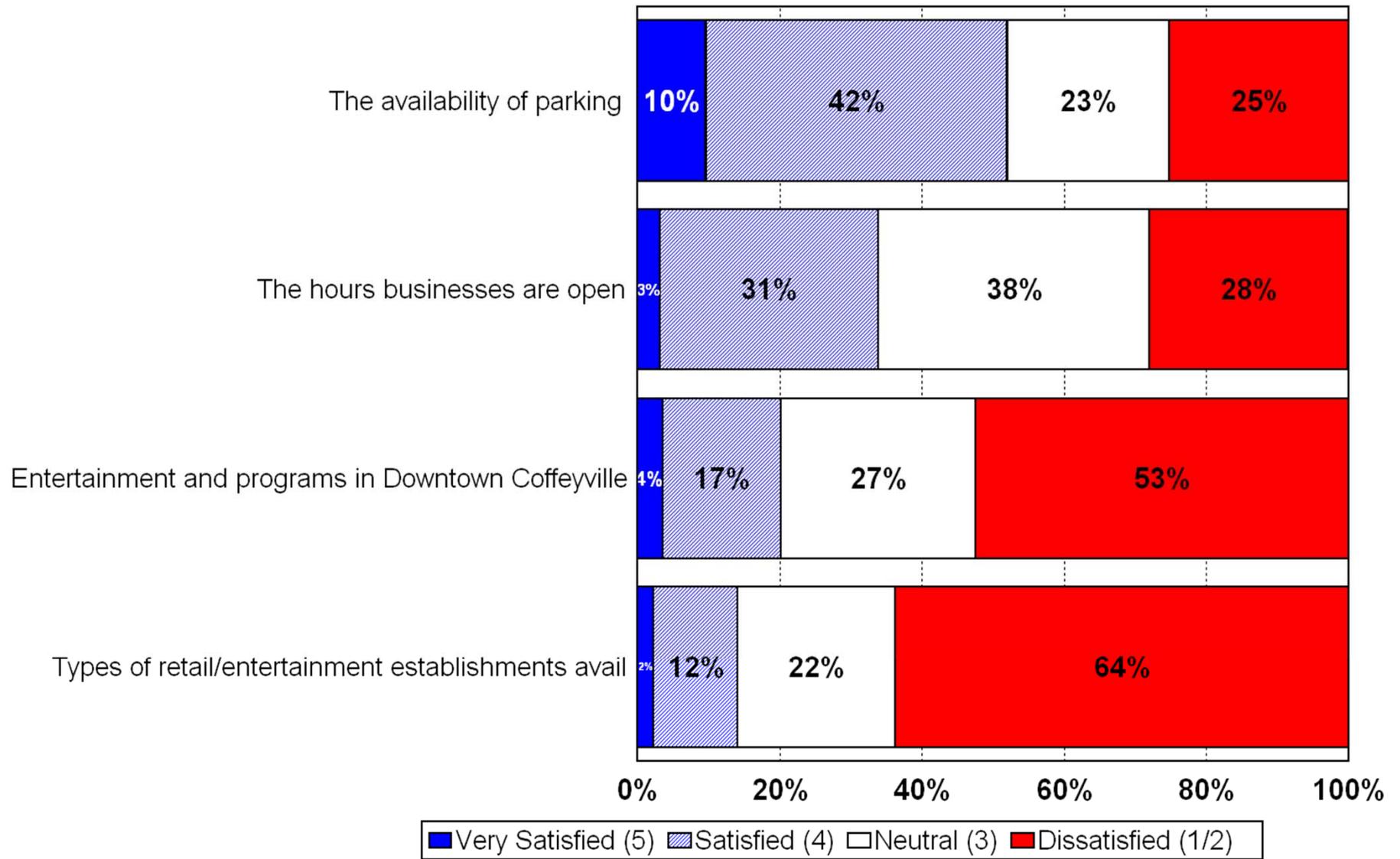
by percentage of respondents who had contacted the City during the past year (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q21. Satisfaction With Downtown Coffeyville

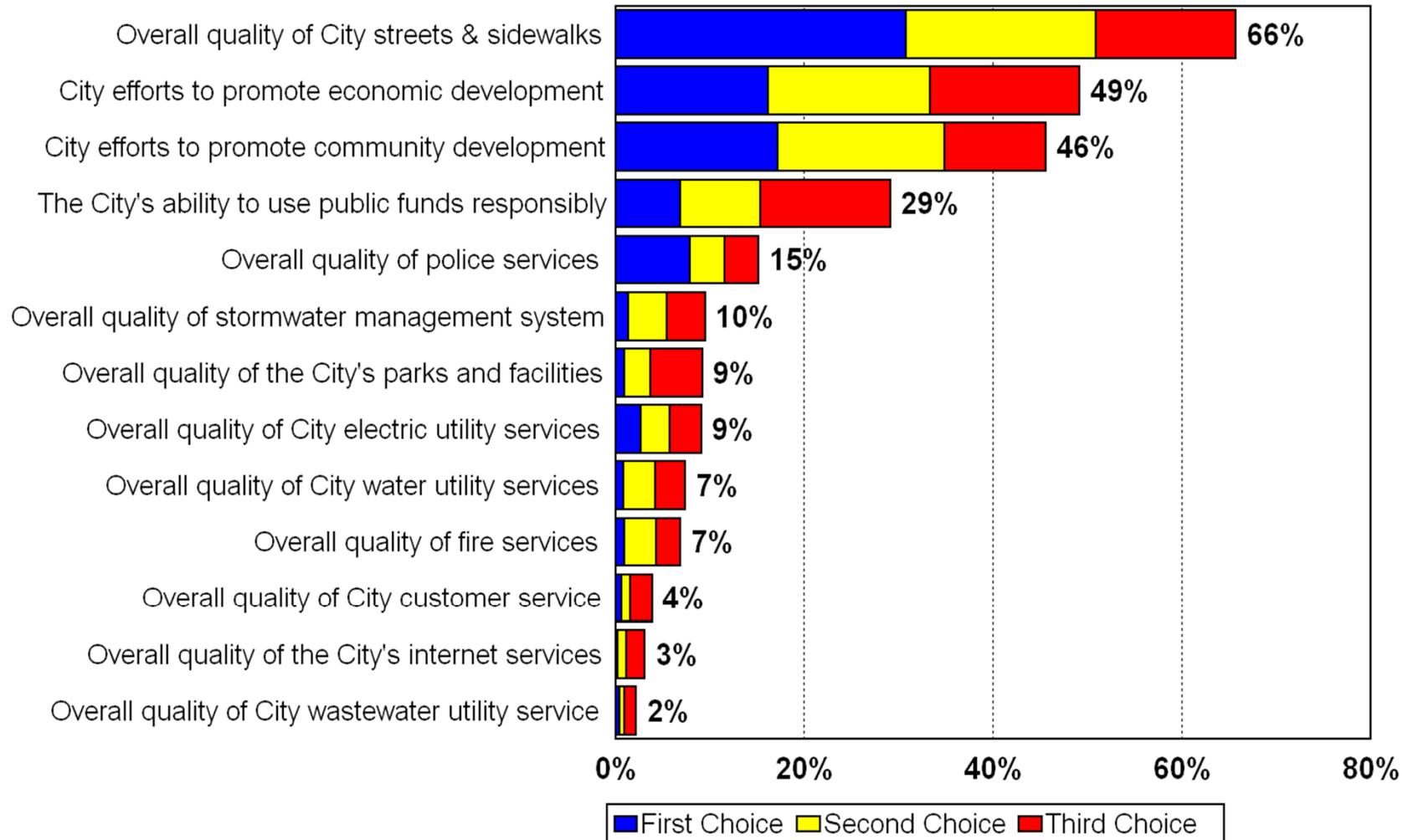
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

## Q2. Major Categories of City Services That Residents Felt Should Receive the Most Emphasis from City Leaders Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top three choices



Source: ETC Institute (2013 City of Coffeyville Survey)

## *Major Finding #3*

# Opportunities for Improvement



# Opportunities for Improvement

- Importance-Satisfaction (I-S) Analysis was performed to assess the potential impact that investments in various city services would have on overall satisfaction with city services over the next 1-2 years
- By emphasizing improvements in areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high, the City will be more likely to cause positive change in overall satisfaction with City services over the next two years

# Importance-Satisfaction Rating

## 2013 City of Coffeyville Survey

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Overall quality of City streets & sidewalks	66%	1	12%	13	0.5788	1
City efforts to promote economic development	49%	2	18%	12	0.4034	2
City efforts to promote community development	46%	3	21%	10	0.3612	3
The City's ability to use public funds responsibly	29%	4	19%	11	0.2360	4
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Overall quality of stormwater management system	10%	6	32%	8	0.0650	5
Overall quality of the City's parks and facilities	9%	7	51%	6	0.0449	6
Overall quality of police services	15%	5	73%	3	0.0410	7
Overall quality of City water utility services	7%	9	64%	4	0.0266	8
Overall quality of City electric utility services	9%	8	74%	2	0.0236	9
Overall quality of the City's internet services	3%	12	31%	9	0.0213	10
Overall quality of City customer service	4%	11	48%	7	0.0202	11
Overall quality of City wastewater utility services	2%	13	59%	5	0.0090	12
Overall quality of fire services	7%	10	88%	1	0.0084	13

**Overall Priorities:** 

# Importance-Satisfaction Rating 2013 City of Coffeyville Survey

## Utilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Electric rates for services provided	41%	1	39%	10	0.2507	1
Water and sewer rates for services provided	40%	2	37%	11	0.2495	2
<b><i>High Priority (IS .10-.20)</i></b>						
Quality of your drinking water	37%	3	53%	9	0.1745	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Informed about planned disruptions to water service	11%	5	54%	8	0.0515	4
The accuracy of your utility bill	15%	4	67%	5	0.0489	5
Overall reliability of sewer service	10%	6	66%	6	0.0350	6
Informed about planned disruptions electric service	8%	8	59%	7	0.0343	7
How quickly disruptions to water service are repaired	7%	10	70%	4	0.0219	8
The reliability of your water service	8%	9	74%	3	0.0208	9
Overall reliability of electrical service	9%	7	78%	1	0.0206	10
How quickly electrical outages are repaired	7%	11	76%	2	0.0158	11

**Utility Priorities:** 

# Importance-Satisfaction Rating 2013 City of Coffeyville Survey Community Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Appearance/cleanliness of neighborhoods	48%	2	14%	9	0.4153	1
Removal of dilapidated structures	49%	1	19%	6	0.3994	2
Clean-up of debris on private property	42%	3	14%	8	0.3599	3
Exterior maintenance of residential property	28%	5	18%	7	0.2266	4
<b><i>High Priority (IS .10-.20)</i></b>						
Appearance/cleanliness of Downtown	28%	4	31%	3	0.1946	5
Mowing/cutting of weeds on residential property	20%	6	32%	2	0.1365	6
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Appearance/cleanliness of commercial areas	12%	7	29%	4	0.0872	7
Exterior maintenance of business property	11%	8	26%	5	0.0828	8
Mowing/cutting of weeds on business property	8%	9	39%	1	0.0476	9

**Community Development Priorities:** 

## Importance-Satisfaction Rating 2013 City of Coffeyville Survey Streets, Sidewalks and Stormwater

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt; .20)</i></b>						
Condition of major City streets	53%	1	20%	9	0.4272	1
Condition of streets in your neighborhood	47%	2	22%	8	0.3680	2
Timeliness of street maintenance repairs	37%	3	13%	12	0.3203	3
<b><i>High Priority (IS .10-.20)</i></b>						
Availability of sidewalks in your neighborhood	20%	4	19%	10	0.1604	4
Condition of sidewalks in your neighborhood	16%	6	17%	11	0.1321	5
Cleanliness of streets	17%	5	36%	7	0.1069	6
<b><i>Medium Priority (IS &lt; .10)</i></b>						
Storm drainage system in your neighborhood	16%	7	41%	5	0.0935	7
Maintenance of storm drainage system	13%	8	37%	6	0.0843	8
Snow removal on neighborhood streets	10%	9	49%	4	0.0522	9
Adequacy of City street lighting	9%	10	55%	2	0.0419	10
Maintenance of street signs	4%	12	49%	3	0.0224	11
Snow removal on major City streets	5%	11	65%	1	0.0162	12

# Importance-Satisfaction Rating

## 2013 City of Coffeyville Survey

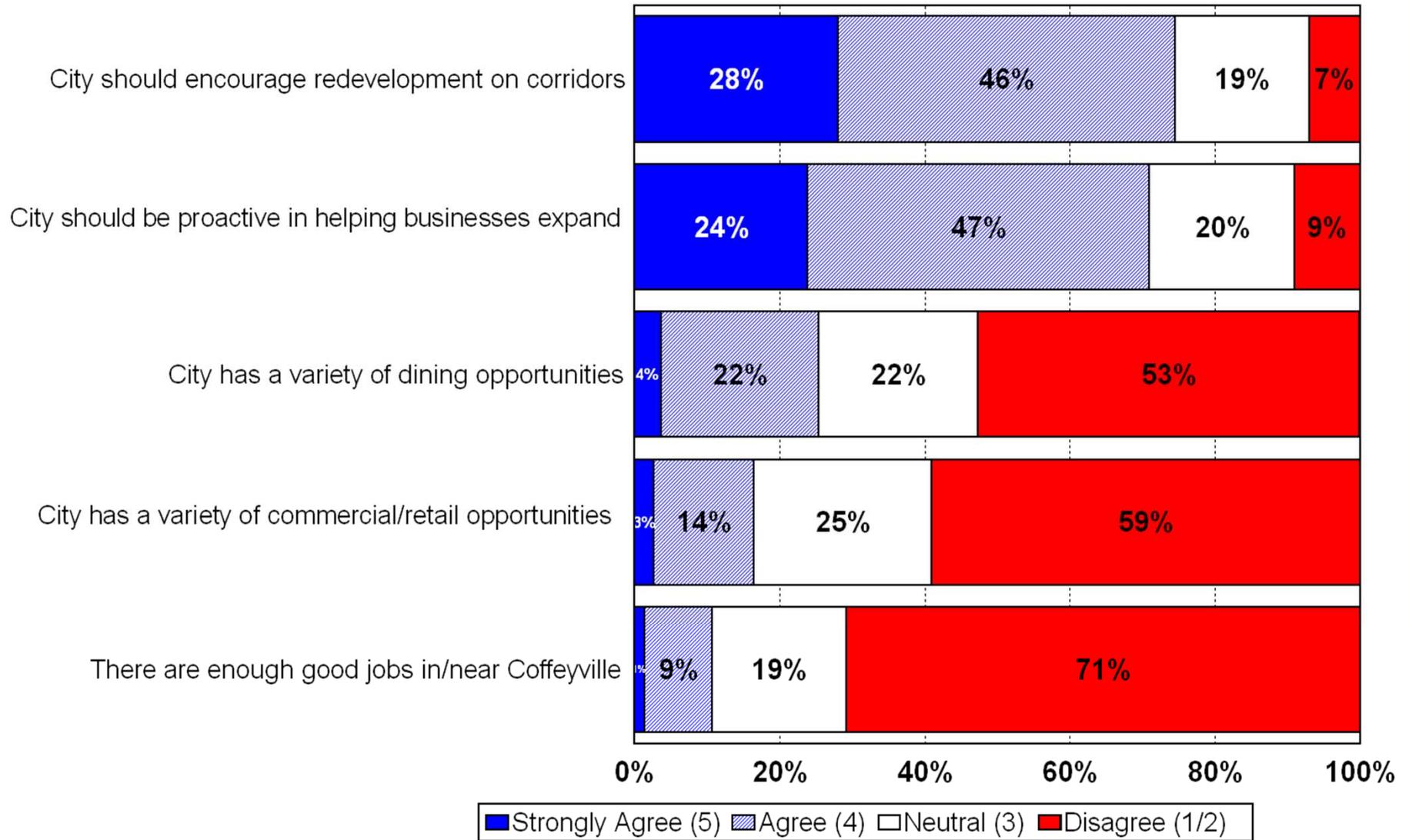
### Parks and Public Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Number of walking and biking trails	35%	1	36%	10	0.2244	1
<b><i>High Priority (IS .10-.20)</i></b>						
Condition of equipment & facilities at City parks	33%	2	57%	5	0.1424	2
Overall maintenance of City facilities	27%	4	49%	8	0.1379	3
Overall cleanliness of City facilities	27%	5	51%	7	0.1293	4
Appearance/cleanliness of City parks	31%	3	63%	3	0.1140	5
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Number of City parks	15%	7	54%	6	0.0707	6
Overall Quality of Hillcrest Golf Course	12%	8	46%	9	0.0660	7
City outdoor recreation facilities	17%	6	61%	4	0.0660	8
Availability of youth sports fields in Coffeyville	11%	9	68%	1	0.0342	9
City's outdoor aquatic facility	9%	10	67%	2	0.0306	10

*Major Finding #4*  
Other Findings

# Q11. Agreement With Various Statements Regarding Economic Development in Coffeyville

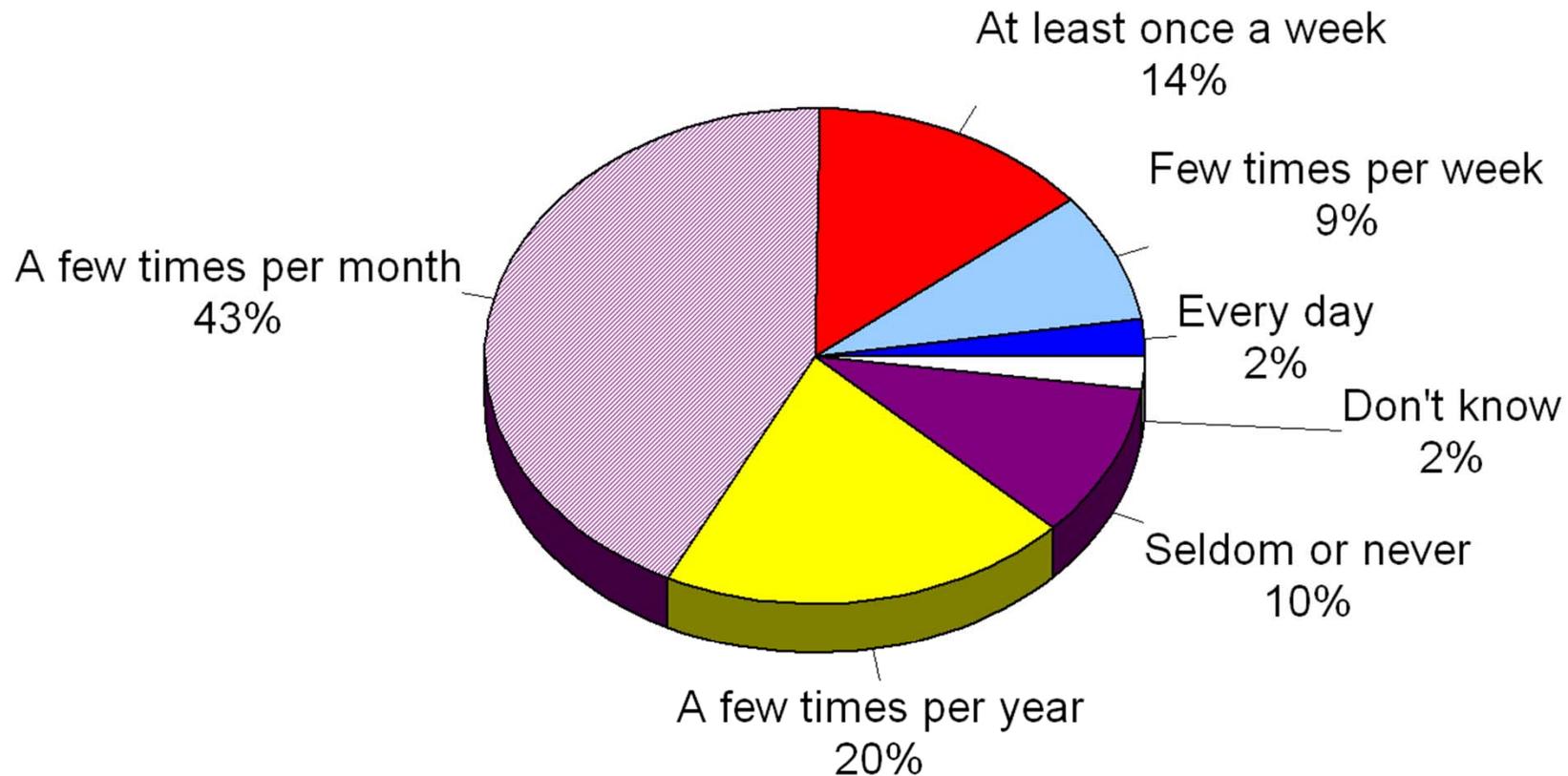
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q12. How often do you typically go outside Coffeyville to shop?

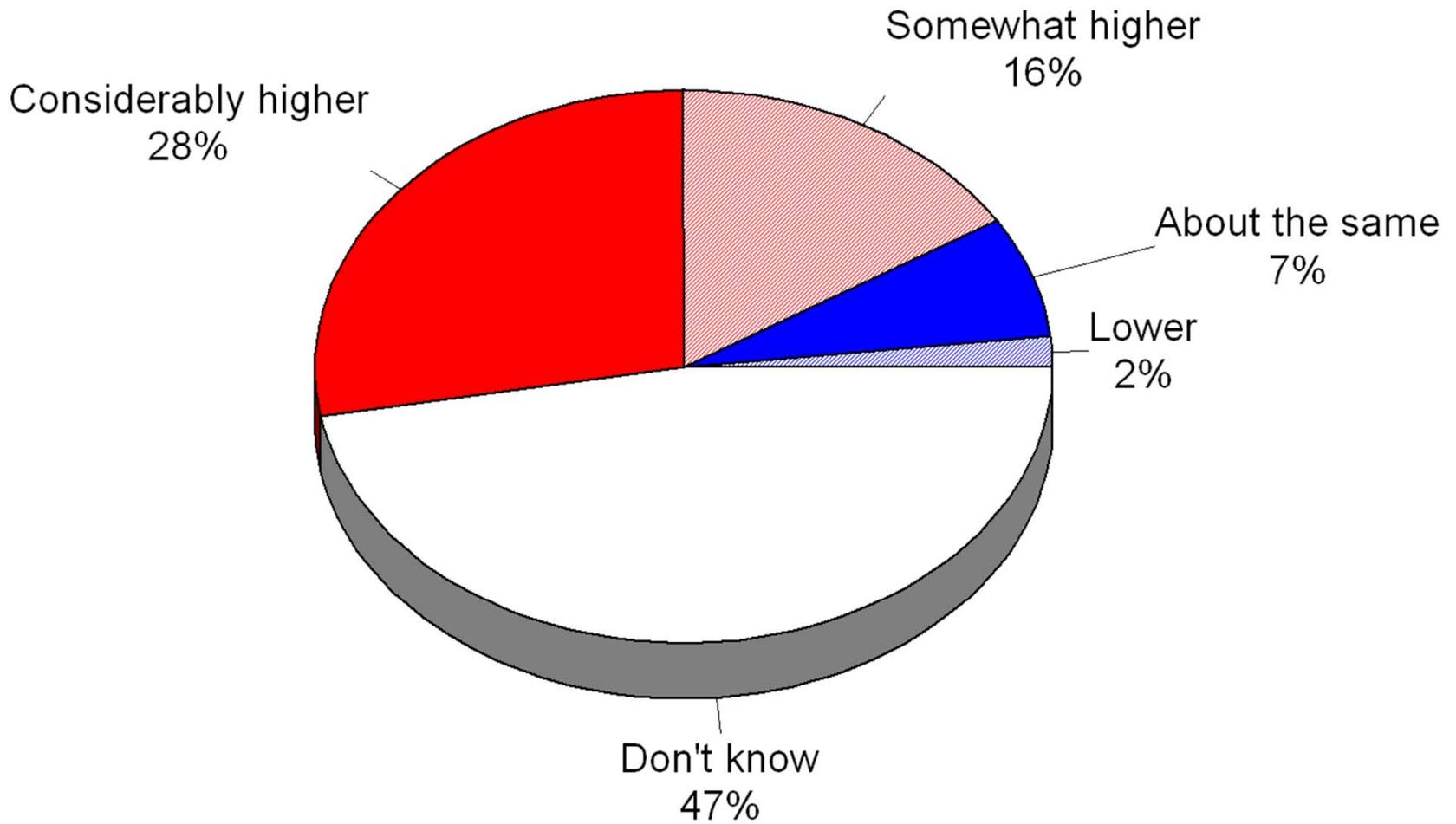
by percentage of respondents



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q13. How does the City's portion of property taxes compare to the rates of other cities in Southeast KS?

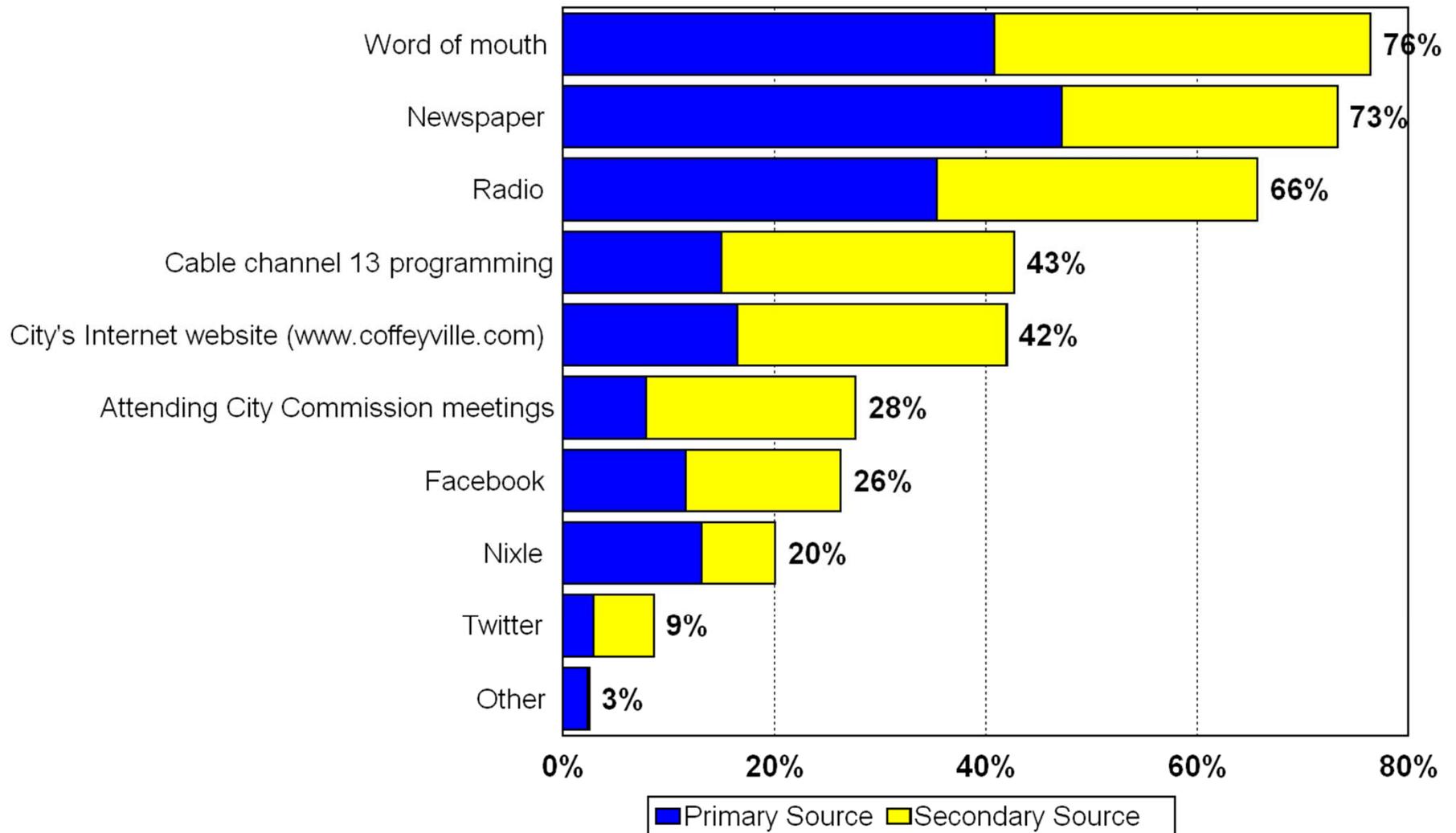
by percentage of respondents



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q19. Sources of Information Residents Use to Get Information About City Issues, Services and Programs

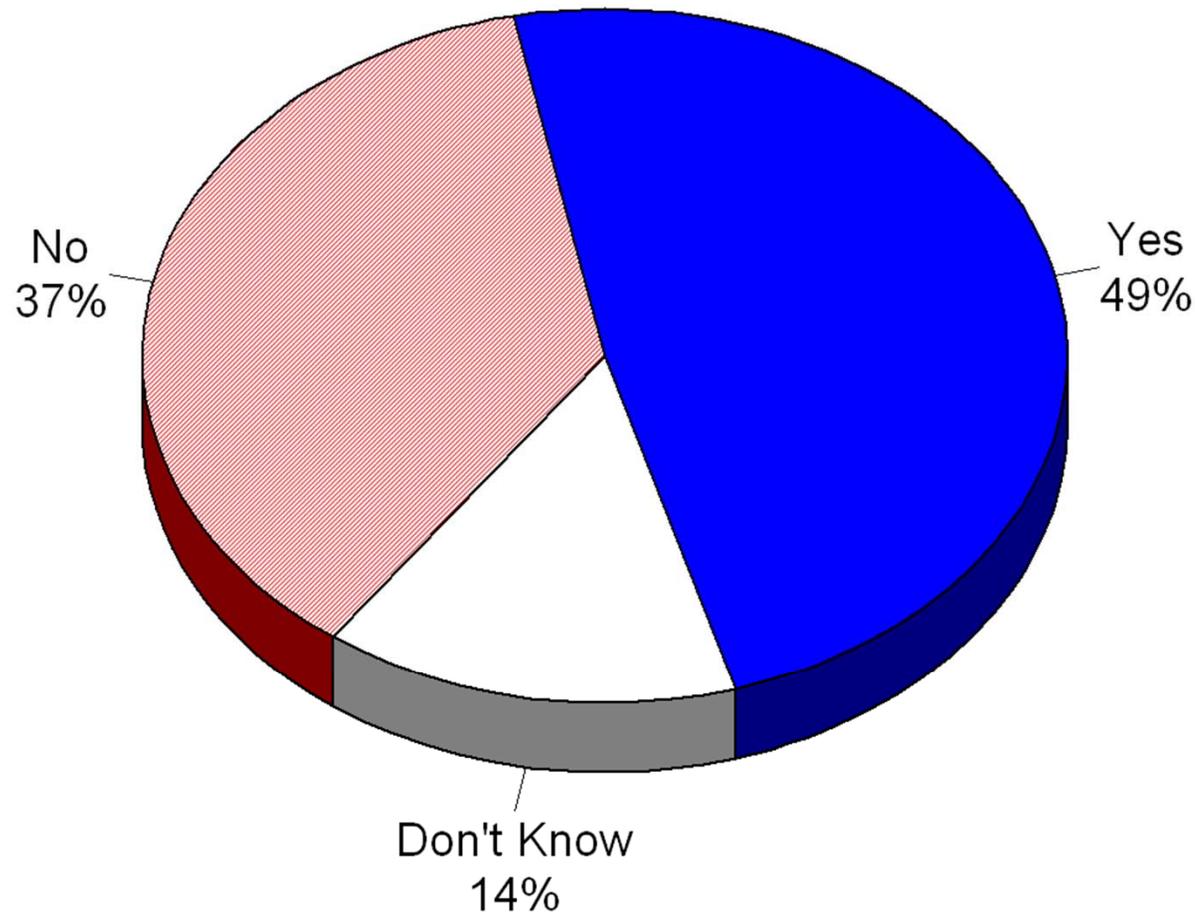
by percentage of respondents who indicated the item was their "primary" or "secondary" source of information



Source: ETC Institute (2013 City of Coffeyville Survey)

## Q22. Should 8th and 9th Streets revert back to two-way streets in the downtown area?

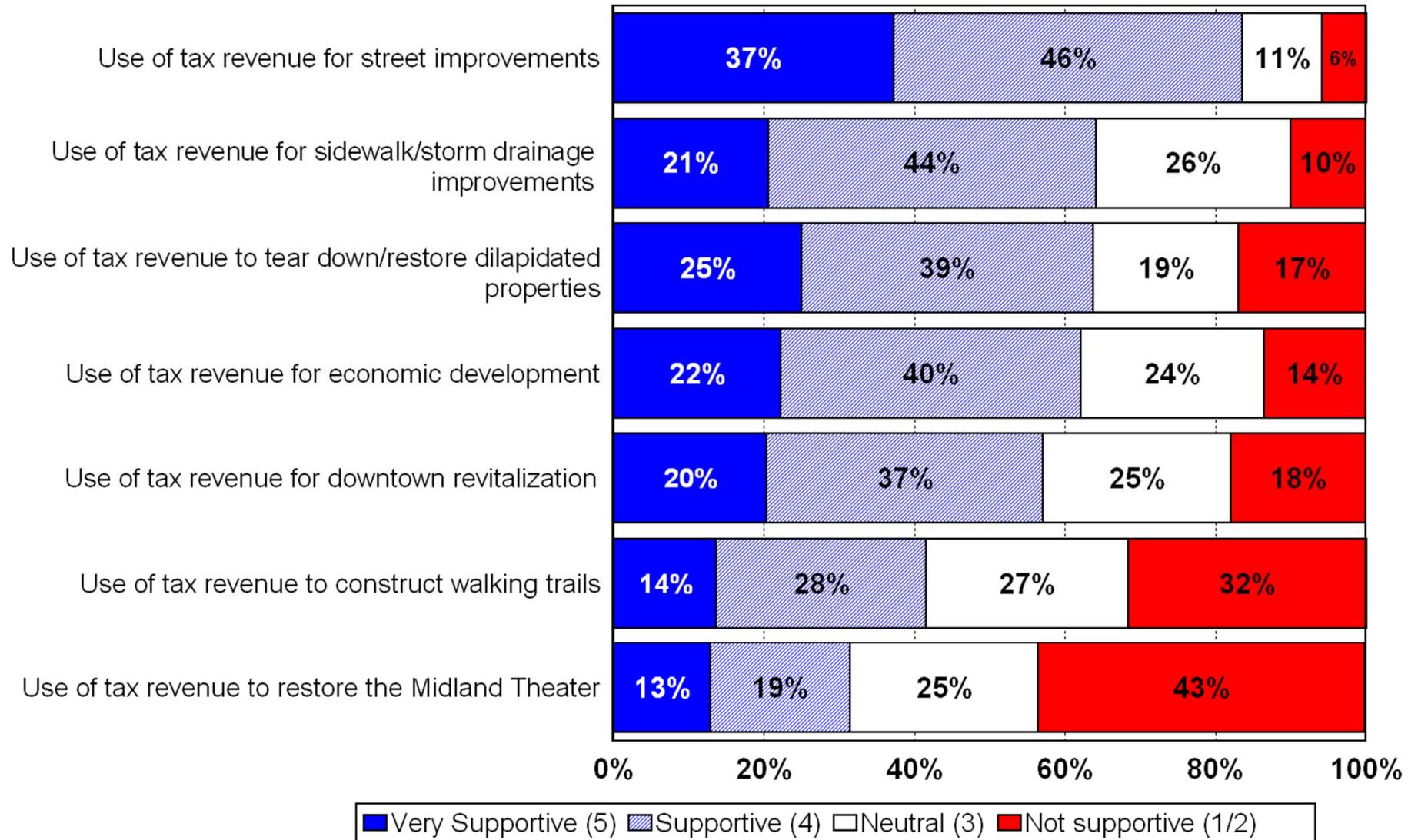
by percentage of respondents



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q23. Support for Various Community Investments

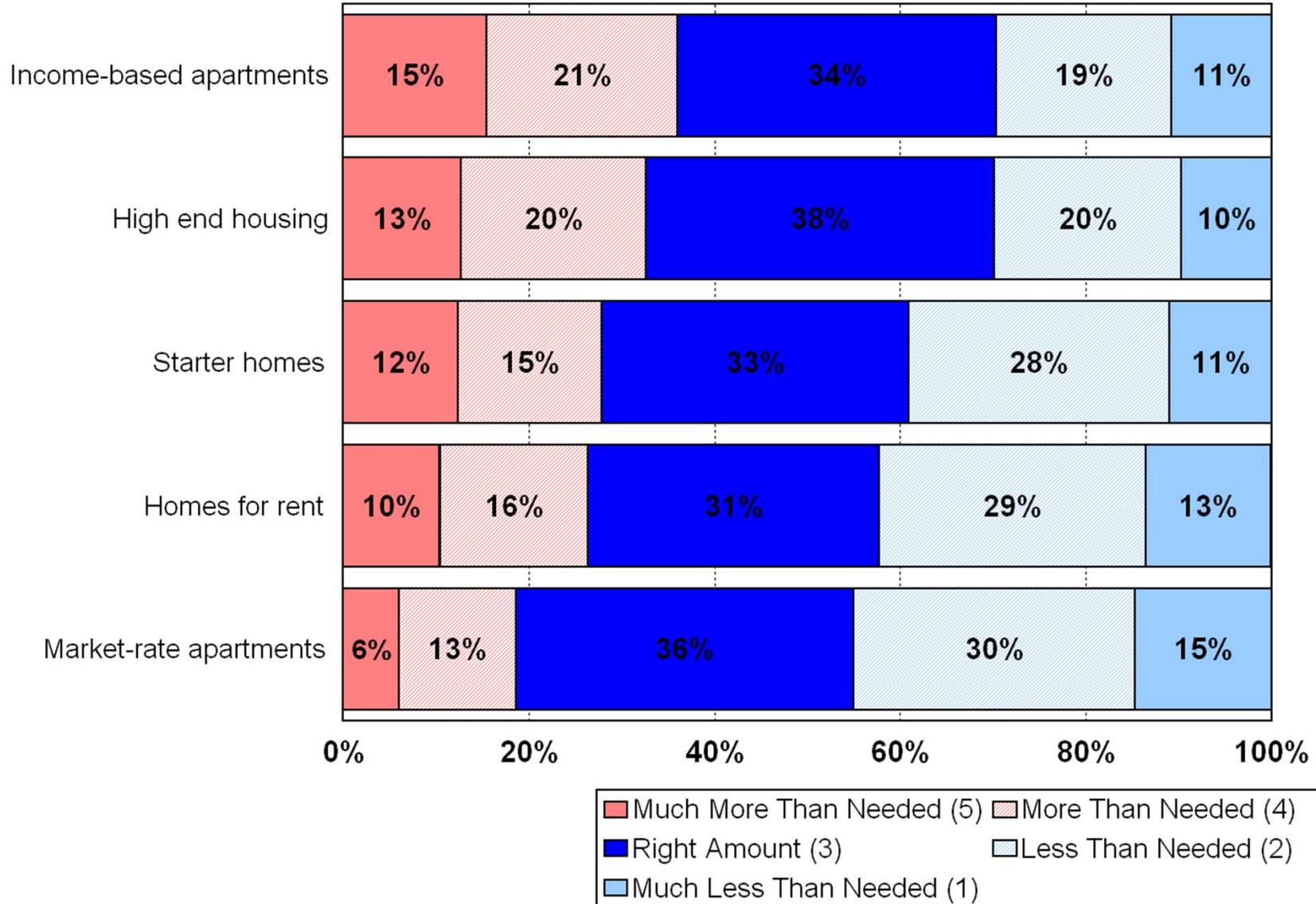
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)

# Q24. Ratings of the Availability of Housing in Coffeyville

by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013 City of Coffeyville Survey)



# Summary and Conclusions

- Most (83%) residents were satisfied or neutral with the overall quality of City services provided
- Residents were most satisfied with fire and utility services
- Residents were least satisfied with street/sidewalk maintenance and the appearance of the City
- In order to improve specific satisfaction ratings, the City of Coffeyville may wish to emphasize improvements in three major areas:
  - ❑ Maintenance of Streets and Sidewalks
  - ❑ Appearance of the City
  - ❑ Economic Development

# Questions ?

## THANK YOU